

**PRESS  
RELEASE**

## **A SPOOKTACULAR HALLOWEEN WITH JAGERMEISTER** **Dress Up and Hunt for Tickets to 'The Beginning' this Hallows' Eve**

Kuala Lumpur, 19 October: As the countdown begins for the start of trick-or-treating and costume parties, Jägermeister, or better known as 'the party shooter' best enjoyed between beers, is calling all party-goers to celebrate the "All Hollows' Eve" (Halloween) at a string of 17 spine-tingling parties on October 26<sup>th</sup>, 27<sup>th</sup>, 30<sup>th</sup> and 31<sup>st</sup>, leading to the "Halloween – The Beginning" Grand Party on November 2<sup>nd</sup> at Carcosa Seri Negara.

Jägermeister, a combination of 56 natural ingredients of exotic herbs, spices, roots and fruits, is a herbal liqueur containing 35% alcohol content. Famous as a party shooter and cocktail mixer, Jägermeister is smooth and rich in taste, yet has a strong and slightly bitter character.

Literally translated, Jägermeister means "Master Hunt" and it is a recipe concocted by Curt Mast, who was a passionate hunter and had great respect for nature and creatures.

True to its brand identity, the tagline for this year's Halloween party, "The Beginning" depicts the character of Jägermeister that will be brought to life at these parties.

Party-goers will be greeted with gothic and spooky props and frightful-looking scarecrows. There will be complimentary face painting and guests will be entertained to gothic Jägermeister dancers gyrating to music that will haunt you.

Fabulous mystery prizes will be up for grabs when party goers participate in bone chilling games and there will be spooky party packs made available.

Party-goers are encouraged to don their best Halloween costume to win tickets to the "final hunt" that will take place at Carcosa Seri Negara. Tickets to the ultimate Halloween party are limited and can be won at participating outlets on the selected dates.



Jägermeister's "Halloween – The Beginning" party will offer party-goers a fun yet spooky celebration for those who are curious to see what creepy horrors are brewing...come if you dare to hunt or be hunted for a bone chilling and nightmarish evening.

For more information, visit [FB/JägermeisterMalaysia](#).

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